



*Resourceful
Oklahoma*



And still the nearer to the Spring we go, More limpid, more unsoil'd, the waters flow.

Planning Board Folder Wins Notice

"Oklahoma Monuments and Memorials," a folder distributed by the planning and resources board, has been named one of the outstanding folders in the United States by the Linweave association of Springfield, Mass.

The Linweave firm, paper manufacturers, chose the folder as one of the best printed on a particular type of paper,

Our Cover

Spring comes early in Oklahoma and this month's *Resourceful Oklahoma* is dedicated to the season. The redbuds on our cover are as much a symbol of spring as the first robin and the first crocus. The picture, entitled "The year's at the spring," was taken by planning board photographer Kazimir Petrauskas, as were other pictures in the magazine.

called Linweave old ivory Early American. The folder describes Fort Gibson stockade, one of Oklahoma's oldest forts, Sequoyah's home where the famous Cherokee lived; and the Murrell home, one of the stateliest mansions in the Cherokee Nation and built by George Murrell.

Sketches and design of the folder were done by Russell Pearson, planning board artist, under the supervision of Jeff Griffin, head of the board's publicity division. It was printed by Allied Printers and Publishers of Tulsa.

The Linweave association bought 10,000 copies of the folder for distribution to their agents all over the nation. Oklahoma agents for the firm is Western Newspaper union, Oklahoma City.

Sapulpa is known as the "Crystal City of the Southwest" because of the two large glass factories located there.

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Oklahoma Prepares for Vacationers

By Jeff Griffin

This is the time of year when planning begins for annual vacations, and nature, rested from last season's artistry, begins again with new and fresh designs of Oklahoma beauty.

Oklahoma is no longer closing her eyes to the tourist business but actually is making a strong bid to gain her share of this ponderous new industry that ranges nationwide from \$10 to \$20 billion, depending on whether or not pre-vacation expenditures are included.

The division of publicity and tourist information of the state planning board is a busy place these days answering inquiries that come from virtually everywhere. Number of inquiries varies from 200 to 300 daily, and this rate likely will continue through July.

Persons sending in these inquiries are going somewhere this vacation season, and whether or not they come to Oklahoma depends a lot on how well we impress them that Oklahoma has attractions worth visiting and recreational areas that are pleasant for relaxation.

Just how important the vacation industry is becoming is indicated by a report of the American Automobile Association on habits and patterns in vacation travel. This report reveals that 26 states—that's over half of them—consider vacation travel one of their three top revenue producing industries. That was in 1952; in 1950 only 16 states placed it among the top three.

It is now estimated that a record of 75 million people will take vacations this year, and that 85 per cent of these will travel in family cars. The national economy has made recreational travel an American habit. Automobiles, a steadily rising standard of living, a national network of highways, paid vacations—all are contributing to making people seek out new horizons and adventures.

The tourist business flourishes not only in resort areas, but particularly along the highway routes as well. This thriving and growing business contributes a large share of the dollars earned from car accessories, hotels and tourist cabins, food and drink, parks, amusements, fishing equipment and many other commodities and services.

It took Oklahoma a long time to realize that it pays to be industrious about cultivating the tourist dollar. Even now, it would be interesting to know how many state citizens are aware of the fact that in 1952 travel or vacation expenditures within

Oklahoma amounted to one third of the total cash value of all state agricultural crops. And that the revenue was greater than the combined cash value of the cotton, corn and hay crops.

Since this bountiful tourist harvest is near at hand there's a lot of spring house-cleaning now going on in Oklahoma's playground areas. Private resort operators around our many beautiful lakes are sprucing up their facilities, and many local communities are "cleaning up and painting up" in preparation for new visitors. Down at Ardmore, adjacent to the southwest's most fully developed resort area—Lake Murray—the chamber of commerce is sponsoring, for the second year, a courtesy school for those who contact most directly the touring families who stop there.

Scenery of diversified description can be found in Oklahoma, ranging from the pine-timbered mountains of the eastern sector—where can be found sparkling streams and picturesque lakes—to the granite peaks of the southwest and the high plains area of the northwest, embedded with colorful canyons.

Oklahoma's state park system will offer more facilities this year. Thirteen parks dot the state, four more than there were a year ago. These will provide a greater variety of choice for both out-of-staters and Oklahomans alike.

Here are the parks: Boiling Springs, near Woodward; Roman Nose, Watonga; Quartz Mountain, in the Altus-Mangum-

Hobart area; Lake Murray, Ardmore; Lake Texoma, between Madill and Durant; Beavers Bend, north of Broken Bow; Sequoyah, east of Wagoner; Osage Hills, between Pawhuska and Bartlesville; Robbers Cave, Wilburton; Alabaster Caverns, near Freedom; Lake Tenkiller near Gore; Lake Wister, near Poteau and Wister, and Greenleaf Lake, southeast of Muskogee. The last four are new additions.

The public parks, however, constitute merely a few of the scores of attractions that are being sought by tourists. The Grand Lake district, in the northeastern corner of the state, the first great body of water impounded in Oklahoma, always is popular. The two Spavinaw lakes, in the same general area, provide good outings and fishing.

Lake Tenkiller, winding silently for 33 miles through the incomparable and legendary Cookson Hills, is being acclaimed as the state's most scenic. Although largely undeveloped at this time, the lake's ruggedness is drawing thousands of fishermen and picnickers weekly. Greenleaf Lake is a miniature Tenkiller and nestles in the thickly wooded hills near the big lake.

State memorials and museums are figuring more prominently as attractions as more people learn of them. The rich and colorful history of the Indian Territory always attracts the historically inclined, and the romance of the early west in Oklahoma is turning more and more visitors to that section.

Farm Branch Moves to Plant

The Oklahoma City branch of Massey-Harris company, makers of farm implements, now is in its new half-million dollar building in the Willow Springs industrial area.

The firm was the first to buy two years ago in the Willow Springs area. Construction of the 58,000 square-foot, buff-brick building began in November of last year. The office staffs 40 persons with an annual payroll of more than \$100,000.

Dealing primarily in replacement parts, the branch serves about 100 Massey-Harris dealers in Oklahoma, 26 counties in the Texas Panhandle, two counties in New Mexico and five counties in Arkansas. The city branch also deals in new equipment.

Kenneth S. Spicer, manager, said the branch was established here because of the rapid growth of agriculture in the south-

west. Besides making tractors, Spicer said, the 106-year-old firm pioneered in the development of self-propelled combines for harvesting grain.

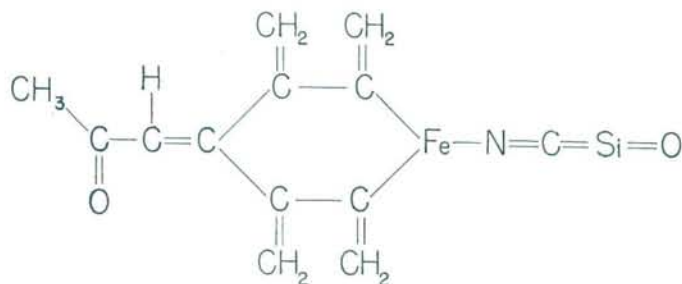
The front of the new building is a display room large enough to exhibit three tractors and a combine. The room can be partitioned off with accordion-type walls to form a dining or conference room.

The structure also has one of the largest stock rooms in the southwest, 19,000 square feet, and kitchen facilities. The business office has its own teletype connecting the branch office with the main office in Racine, Wisconsin, and 18 other branches in the nation. There are two large loading docks, one for railroad operations and the other for trucks.

Manager Spicer, who has been with the firm 18 years, came here from Racine where he was special assistant to the company president.



Picture above was taken from inside a car whose windows had been plated with Clearshield. Water was poured on the glass but the only visual distortion picked up by the camera is the wavy line drawn across the window by Pluess.



Steel almost equal to diamond hardness without sacrificing toughness—
Window cleaner that keeps glass shining, indefinitely—
Liquid that prevents wood from getting wet—
Cosmetics that don't come off—
Liquid that prevents tooth decay—
Hair oil that doesn't wash off—
Windshield cleaner to which water adheres, grease is repelled—
Plastic that is almost scratch-proof—

These remarkable products have been developed in Oklahoma City and some of them soon will be on the market.

And the DanCu Chemical company has more than 130 products partially developed or in the testing stage.

The developments were made by Otto Pluess, engineer-physicist, and George W. "Dan" Cupit, Jr., chemist. They worked on a new physio-chemical theory using internal forces inherent to matter to bring about changes in molecular structures which will produce new products.

Probably the most important of the developments is Chemic-Steel. By a process known only to Pluess, Cupit, and Pluess's son, Otto Pluess III, the most common 10-10 steel can be transformed into a material that is within six points of the hardness of a diamond, yet the toughness

is retained and overall qualities are greatly increased.

The two scientists have processed a common cutting knife into Chemic-Steel. One of their demonstrations is to strike the knife against a heavy bar of steel. The knife invariably remains undented while the bar of steel is deeply cut.

Another test was done with an army rifle. The rifle was shot from 120 feet at a piece of unprocessed common steel. The bullet went completely through it. Then the rifle was shot at a piece of the same steel which had been Chemic-Steel processed. The bullet bounced off.

The late Prof. John P. Roberts, consulting engineer for the company and professional engineer for Oklahoma and Texas, said about Chemic-Steel:

"It is a most significant contribution

to the metal industry, and . . . I firmly believe that it amounts to the beginning of a new concept that will have far-reaching influence.

"Chemic-Steel processing is the answer to costly armor plate steel."

Perhaps the second most important product to man's general welfare is D-114-Dentex. The product will be fundamental in dentifrices, said Pluess, as permanent protection against acids, enzymes and other deleterious influences causing tooth decay.

"A molecular structure could be developed," the physicist said, "Which when applied to natural enamel would impart a permanent protective coating."

A third development is D-114-Fibrenex, a wood preservative. Pluess exhibited a piece of wood, treated with the substance, under water. The wood came away dry.

The coating would practically eliminate deterioration from dampness, and termites will not eat through the material if it is toxic treated.

D-114-Plastex cleans, polishes and hardens the surface of plastics, which has never been done before. Pluess said he could make plastic as hard as glass. The product makes plastics, which can be marred simply by being touched with the hand or dusted with cloth, more scratch-proof.

D-114-Visero, automobile windshield plater and cleaner, is a liquid that changes the molecular structure of glass, in itself a difficult thing to do. After application, grease can be washed off with cold water while water adheres to the glass so that persons inside the car can see plainly as if the windshield were dry. Cupit said he drove about 15 miles through a heavy rainstorm without turning on his windshield wipers.

A closely allied product is D-114-Visex, a window cleaner and polisher. Dirt can be wiped off windows treated with Visex with a tissue paper. Grease can be completely removed with a dry cloth. And breath steam dries as soon as it is breathed on the window. Visex, as well as the other products, lasts indefinitely.

The scientists still are working on the ever-lasting cosmetics which will remain until one's skin is replaced by new skin. In foundation base for women, the substance would need no replacing, and it would not clog up pores or cause oiliness. The concept of the product is to preserve what nature gives the skin rather than to replace it with artificial things.

Another product for the human body is a hair oil, now used by Pluess, which keeps the hair from getting wet. When a person washes his hair, it will resume the original shape by combing. The product doesn't make the hair oily or dry.

The DanCu Chemical company came into being October 1, 1952. Pluess and Cupit became acquainted about five years ago while Cupit still was state chemist for the Corporation Commission, a position he held 10 years until 1952.

They began work towards starting their company and did the actual construction of their building. Then, after incorporation, they began work in the laboratory on the products listed above.

Cupit said the two worked an average of 14 hours per day for 18 months, including holidays and weekends, before the products were tested to their satisfaction.

Now they're ready to go further.

They hope to have their plant, to be built near the laboratory, completed and in production by June.

Ten products will be manufactured in the new plant. Crystalite, formerly called Visex; No Haze, a plater for the inside of car and house windows that enables persons to see through steam; Optico, an eye-glass cleaner and plater; Permasheen, a car polish that protects car paint from sun rays; Plasticpol, formerly called Plastex; Clearshield, formerly called Visero; Chromsheen, a chrome cleaner and polisher; Porcelon, an acid-proof cleaner and protector for porcelain; Lenscoat, a cleaner and polisher for lenses in microscopes, cameras, etc.; and Crysto, a cleaner and polisher for display windows.

Several of the items have been developed since the first part of this story was written, while others have been renamed for marketing purposes, such as Visex and Visero.

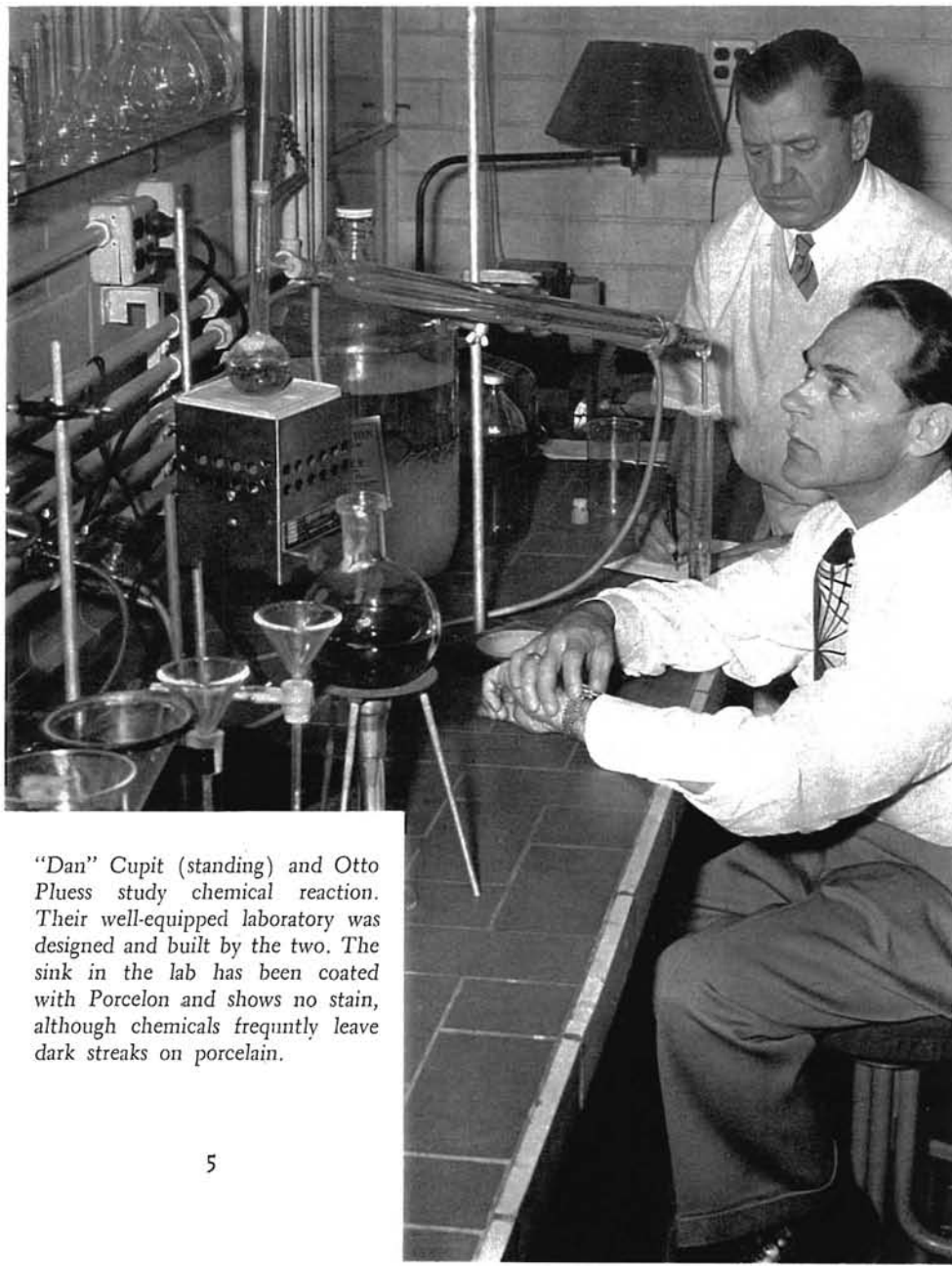
One new product, Chromsheen, was only an idea during the month of February, while now it is proven and ready for

production. The chrome cleaner removes road scum and bugs that usually cling to chrome even when washed with detergents.

Permasheen is a car cleaner and polisher that prevents sunrays from spoiling car paint. Pluess has Permasheen on two areas of his car. These areas have a brighter shine than the rest of the car and the paint doesn't come off when rubbed as does most car paint.

No Haze is a product similar to Clearshield in that water adheres evenly to it. When the inside of a car becomes foggy, the water granules will spread evenly over the glass, allowing persons to see through them. Pluess pointed out the product does not prevent fog—simply makes it transparent.

The products will be marketed under a sales organization separate from the laboratory and headed by top level research marketing and business men.



"Dan" Cupit (standing) and Otto Pluess study chemical reaction. Their well-equipped laboratory was designed and built by the two. The sink in the lab has been coated with Porcelon and shows no stain, although chemicals frequently leave dark streaks on porcelain.

Sooner State In Embryo

"Oklahoma before 1900", a collection of some 200 photographs, was on exhibit recently in the art department of Oklahoma A&M college, Stillwater.

The photographs are part of a collection belonging to Robert Cunningham, photo engraver, Stillwater. They give a visual history of Oklahoma from the first land opening in 1889 until shortly before statehood.



Photography exhibition "Oklahoma before 1900" drew viewers from all over the state. Above left to right A&M students Dorothy Martin and Richard Lee, Ponca City; Michael Whitaker, Oklahoma City; Margaret Preston, Bartlesville, and chairman of A&M art department Doel Reed study the pictures.

Included were pictures of the runs of 1889, 1892 and 1893. The opening of the Cherokee Strip in '93 is shown in a series of pictures taken at the run line, beginning before the starting pistol and continuing until the racers were off.

Such pictures as "Ponca City two weeks old" and "First decoration day in Guthrie" show the size of the state towns before 1900 and clothes worn by the settlers. Another picture is entitled "First election

day in Guthrie" and a caption points out that women were voting in Guthrie before 1900 although U.S. law didn't allow women to vote until 1918.

One picture shows "The Massacre of Wild Horse Lake" in the Panhandle where four men were killed and a fifth left for dead. A&M college is shown when the college consisted of one building sitting on a hill. Another picture is a baptising in 1894 in the Cimarron river.

Hodge, state superintendent of schools; Dr. George Cross, president of the University of Oklahoma; Dr. Oliver S. Wilham, Oklahoma A&M college president; Parker Patterson, Tulsa Manufacturers club president, and Rev. James Lewis, chaplain of the Eastulsa chamber of commerce.

County judges were the county superintendent of schools, chamber of commerce manager and editor of a local newspaper.

Trophies presented by Douglas Aircraft company of Tulsa will be given the first, second and third place winners in the state contest at the exhibitors banquet the opening day of the exposition. Awards later will be shown in the winners' high schools.

Essay Winners To Be Named

County winners of the essay contest, sponsored by the Made-in-Oklahoma Manufacturers exposition, already have been named and judges soon will announce state winners.

First place winner will receive a cup and a free trip to the exposition April 14-18 in Tulsa. The essays, entitled "Manufacturing and its importance to Oklahoma," were judged for originality, composition and neatness.

Prizes went to the first, second and third place winners in each county, and each top county essay competed in the state contest. State judges are Dr. Oliver

Dishwasher Fills Needs

A dishwasher aimed at the small restaurant owner is being produced in Miami by the Dumas-Tuthill Corp.

The machine was called "rather revolutionary because it will cost so little to install and operate" by Nathan Burbank, A&M college engineering professor and sanitation expert.

The Tuthill dishwasher is unusual in several respects. It sells for less than \$600, about one-third of the cost of most dishwashers. Beside the initial low price, the cost of operating the machine is considerably less than other dishwashers. About 50 percent as much gas and water are used.

The dishwasher uses chlorine to sterilize dishes instead of the highly heated water used in other machines. Since the sterilization system does away with high temperature, large hot water tanks and boosters are eliminated.

The three-phase operating cycle (wash, sterilize, rinse) is complete in 2½ minutes.

J. Burke Tuthill thought of making such a machine in 1949 while making a survey of detergents used by various mechanical dishwashers. The survey showed Tuthill that most of the dishwashers in use were expensive to purchase and operate, and were not giving uniform result as to bacteria count. So he built the Tuthill dishwasher.

The first machine was put into operation in a Miami restaurant. The state health department ran tests at various times and found the bacteria count lower than any other dishwasher operating.

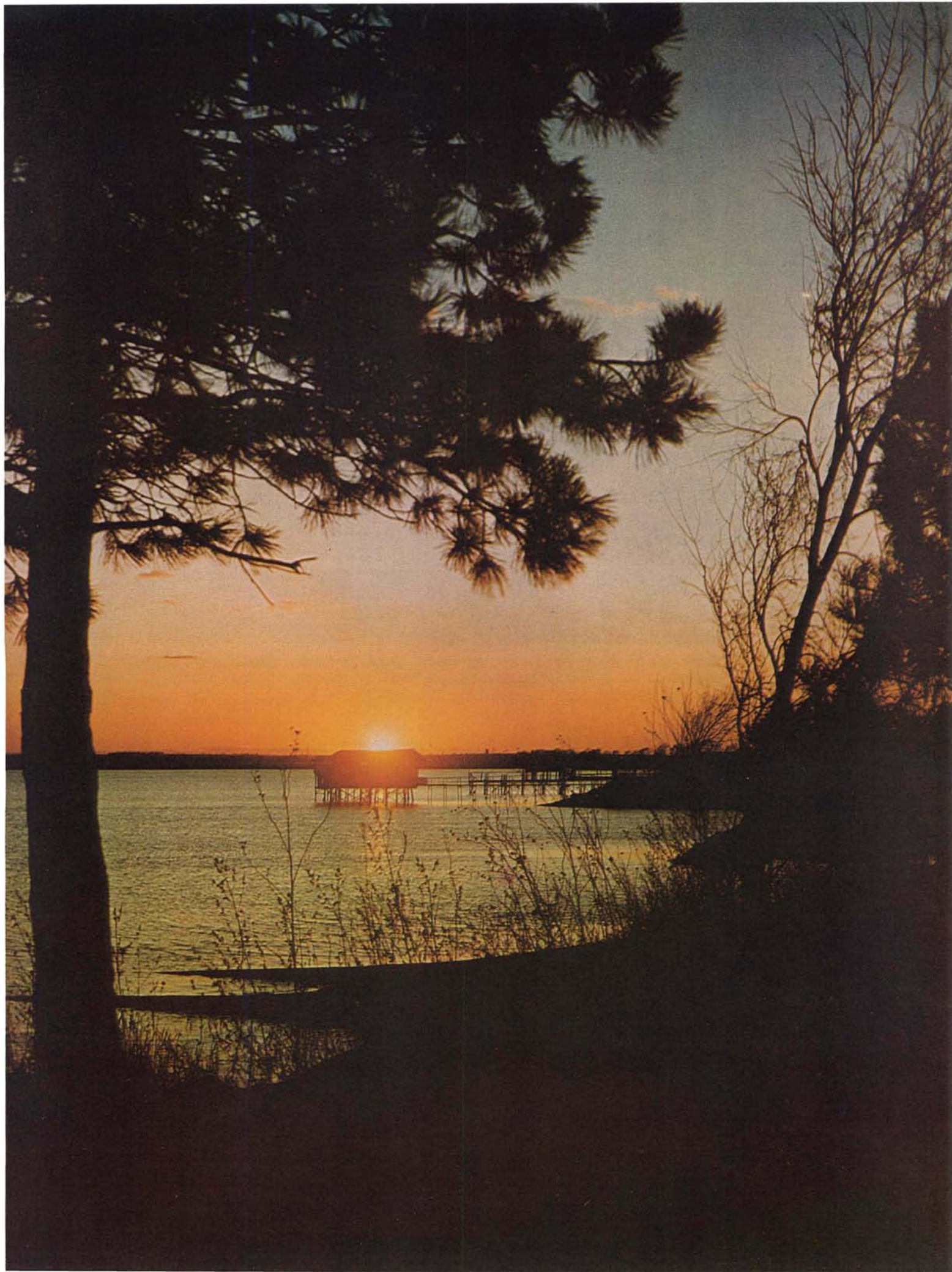
In order to have a report from a reliable non-profit organization, Tuthill sent a machine to A&M college at Stillwater to be tested. Engineers at the college conducted various tests on the dishwasher for more than a year and washed about 270 batches of six plates each.

The machine proved satisfactory in the bacterial effectiveness tests, and engineers agreed it would fill the needs of most restaurants.

Tuthill began production in earnest at the end of the tests. The Dumas-Tuthill firm now has 68 machines in operation and are arranging to let the machines to customers with a service fee and rental agreement.

OPPOSITE PAGE

*This is the time when bit by bit
The days begin to lengthen sweet
Katherine Tynan, Turn o' the Year*





This oil painting of Will Rogers, one of the few ever done, was painted by Arnaldo Tamburini, an Italian count. Owned by Maury Morrison, a neighbor of Will Rogers, the painting was purchased by S. N. Goldman, Oklahoma City businessman, and given to Will Rogers highschool, Tulsa. Will Rogers, Jr. gave the dedication address recently at the Tulsa highschool. He is shown above with R. W. Knight, school-principle.

Oklahoma OK

Following is part of the speech of Will Rogers, Jr., at Will Rogers high school, Tulsa:

As some of you get older and are going out into the world—going out into big cities, and you're going to the west coast, and you'll see sophistication—you'll go to New York and you'll see some smart wise guys there—

If you start to lose your Oklahoma background—if you start to cover up—if you start to pretend that you are just as good as they are and as slick as they are—you will yourselves be lesser people.

Never forget the background and the heritage that comes from Oklahoma and you will be the stronger and the better no matter where you go in this world.

City Looks for Industry

Claremore is stalking new industry since the completion of a six-inch gas pipeline by Oklahoma Natural Gas Company linking the city with the 18-inch line running from Tulsa to the GRDA area near Pryor.

The new line can deliver from 12 to 15 million cubic feet of gas per day, suf-

ficient for an industry such as the Texas company refinery at Tulsa plus Claremore's city needs.

Ed Livermore, publisher of the Claremore Progress and chairman of the chamber of commerce industrial committee, said Claremore already has begun a drive for new industry.

Woolaroc Has Guests

Woolaroc museum near Bartlesville hit its highest attendance in seven years during 1953 with 121,275 visitors representing all 48 states and most foreign countries.

Museum director Pat Patterson said 787 items had been added during the year making more than 55,000 displays.

Go, and do thou likewise



The life and passion of Jesus will be shown for the 29th time April 18 in the Wichita mountains near Lawton.

Under the direction of Jack A. Batten, Lawton, the service will be from 2 to 5 a.m. Easter morning, and is open to everyone regardless of race, creed or color. Admittance is free since the service is supported entirely by voluntary offerings of visitors and friends.

Batten said the theme will be "Go, and do thou likewise," Luke 10:37, with special emphasis upon the action and teachings of Jesus with regard to other people.

Several new scenes are being presented by groups from Altus, Binger, Meers, Duncan, and Wichita Falls, Texas, and persons from as far away as Hanover, Pennsylvania, will take part, Batten said.

The speaking parts and music, which runs from 11 p.m. to 2 a.m., are broadcast through loudspeakers from a modern control room in which the reading cast is assembled. The acting cast, more than 1,000 men, women and children, pantomimes the action. Darkness is the "curtain" of the pageant, and scenes are illuminated by spotlights operated from the control room.



Jesus opens the eyes of blind Lazarus, a scene depicted in the pageant.

The service first was presented in 1926 under the direction of Rev. A. M. Wallock. Each succeeding year the attendance grew until, in 1935, the present site was chosen, a huge natural amphitheater at the base of Mount Roosevelt in the Wichita Mountains Wildlife refuge. With the assistance of the federal government, the

Holy City was constructed of native granite stone, completed in 1936.

Since that time persons from throughout the nation and several foreign countries have visited the site every day in the year until now it is a national shrine with more than 300,000 visitors annually.

Remade Motors Good Business

If your car is giving you trouble, don't sell it. Have a new motor installed.

Forrest Chapman started a motor installation business seven years ago in Tulsa. Now he has established branches in five other cities and expanded his Tulsa plant to 25 men.

Motor exchanging sprang into a full-fledged business in 1942 when Ford Motor company made a motor which could be yanked out or installed in a hurry.

Chapman gives four-hour service on some makes including Fords although some larger cars require one day. Old cars sometimes take longer because parts have to be shipped in. For instance, a model T Ford was driven into the shop for a new motor. Chapman had to get parts from Hong Kong, China. The Ford company stocks its older parts near the largest de-

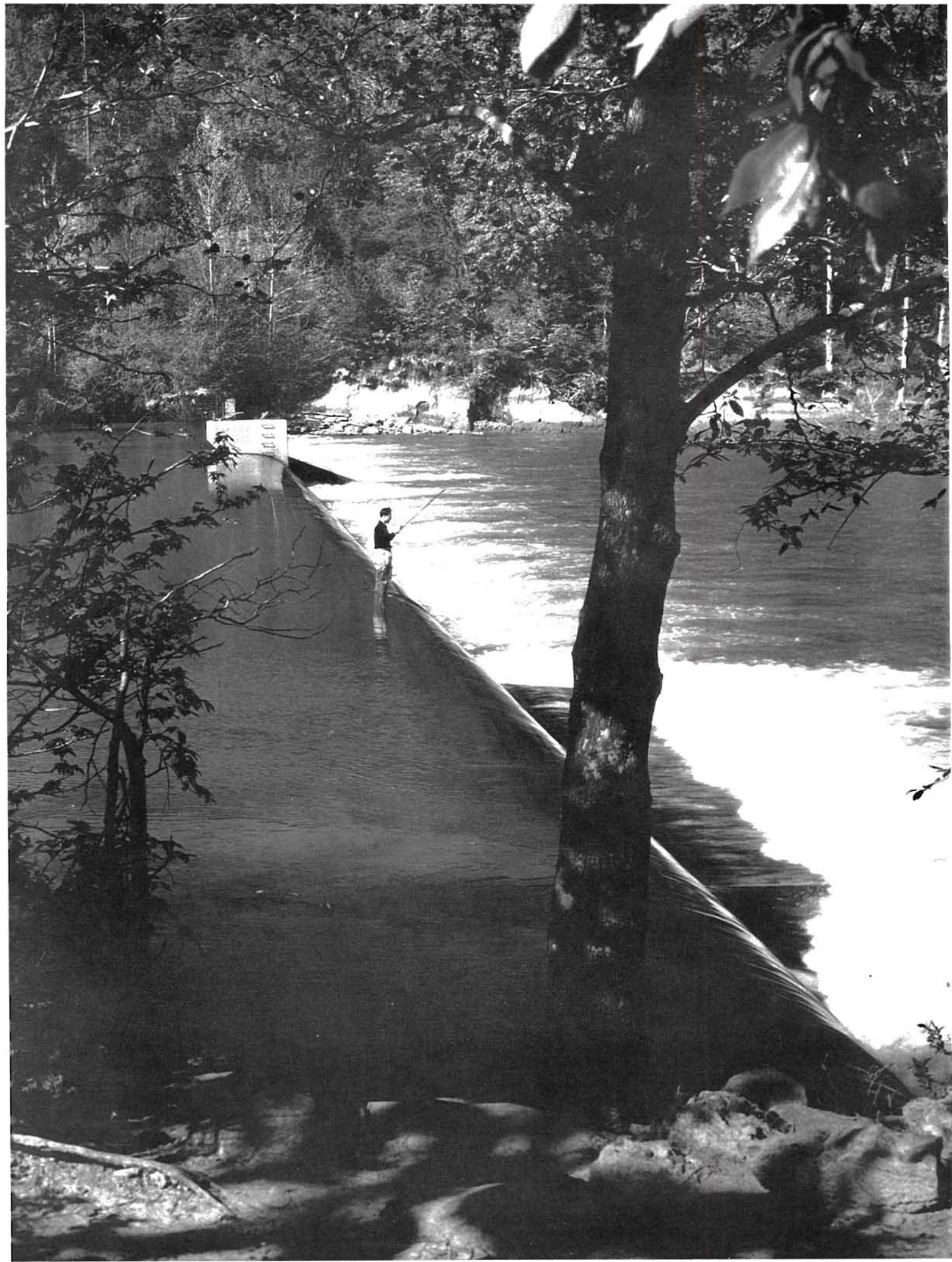
mand, Chapman said, and for model T parts, that is China.

Chapman's City Motor Exchange has two branches in Oklahoma City and one each in Wichita, Topeka, Denver and Kansas City. Besides installing motors, the company supplies the Oklahoma Tire and Supply company with a large volume of motors, and others are distributed to retail customers throughout five states.

All manufacturing is done in Tulsa and motors are shipped to branch plants. Chapman said he has \$60,000 invested in machines.

"We will manufacture about 3,500 motors this year," Chapman stated. "At the present time we are working at capacity."

Motors are bought from old cars and some wrecks, and reworked. Chapman discards all moving parts and installs new ones in the motors.



Tonkawa Man Gets Equipment For New Mill

The only Oklahoma manufacturer of hammermills, machines that grind corn and corncobs for cattle feed, has added new equipment for the making of another type corncob grinder to his plant.

E. M. Wetmore of Tonkawa recently purchased machinery for the manufacture of Speedmills from a company in Triumph, Ill. The machinery now is located in one of Wetmore's buildings in the old prisoner of war camp in Tonkawa.

The Speedmill differs from the hammermill in that cone-shaped burrs on a vertical rotor replace the hammers on Wetmore's horizontal rotor. Albert Wetmore, manager of the speedmill equipment and son of the owner, said less corn is ground into flour when run through the Speedmill than through the hammermill.

At present the younger Wetmore and engineers are ironing out kinks in the speedmill's production chain to bring manufacture up to a higher efficiency standard.

Wetmore, who moved the equipment in January, said he is already behind on production. Besides new orders, he is supplying orders that were on hand when he purchased the machinery. He expects to be turning out 15 mills per day by spring, he added.

In addition to the speedmill, Wetmore purchased two types of power conveyors formerly produced by the Illinois company. They are the only successful power augurs that can handle ear corn, Wetmore said, and can also be used for silage and grain.

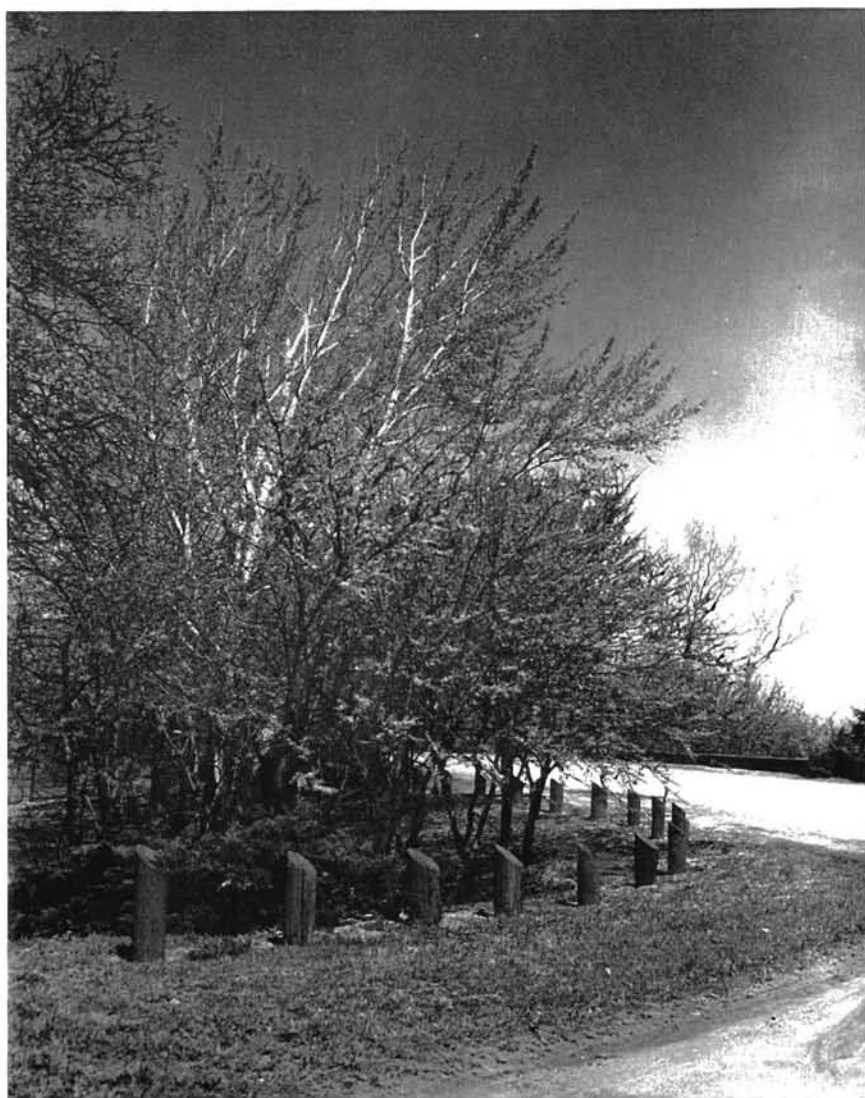
The conveyors will be manufactured in the sheet metal shop in Wetmore's factory in town, while most of the castings for the speedmill are made by the Tonkawa Foundry. Wetmore said the foundry will handle the entire casting works as soon as he receives the remaining patterns.

OPPOSITE PAGE

*In genial Spring, beneath the quiv'ring shade,
The patient fisher takes his silent stand.
Pope, Windsor Forest*

BACK PAGE

*The hillside's dew-pearled;
God's in His heaven—
All's right with the world.
Browning, Pippa Passes*



*Now the woods are in leaf, now the year is in its greatest beauty.
Vergil, Eclogues*

Logging Machine Will Map Water

A Logmaster electric log, recently purchased by the water division of the state planning and resources board, will be used this spring to obtain information on state underground water formations.

The device will be operated by division personnel and the Surface Water branch of the U.S. Geological survey. Data obtained will be added to the 2,000 well records already on file with the water division, and will be available to water well drillers. The information can be used to find and develop ground-water sources.

The machine operates on the same principle as electric logs used by the oil and gas industry.

Lake For Kids Opens In May

Dickie's Pond, 20-acre lake in the Tishomingo National Wildlife refuge near Tishomingo, will open with a "Kid's Fishing contest" May 1—appropriately since the lake will be used only by children.

Earl Craven, refuge manager, built and stocked the lake just for the kids. The Tishomingo Rotary club will sponsor the fishing contest.

A total of 9 contest prizes will be given for such things as the heaviest black bass, best string of five blue-gill and casting. Several sporting goods manufacturers will contribute articles of fishing gear as the prizes.

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